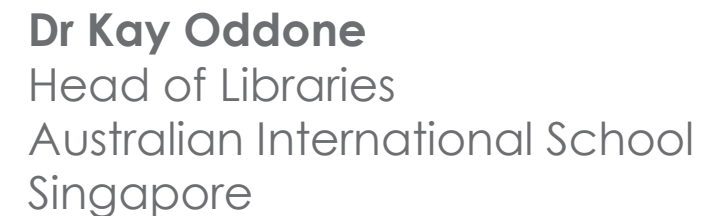


# Navigating our information ecosystem for truth and balance



Australian International School | 2020

# What will we discuss today?



1. A perfect information storm: managing an infodemic in a post-truth society
2. More than fake news: the information ecosystem
3. How info-savvy are we...really?
4. Strategies & resources

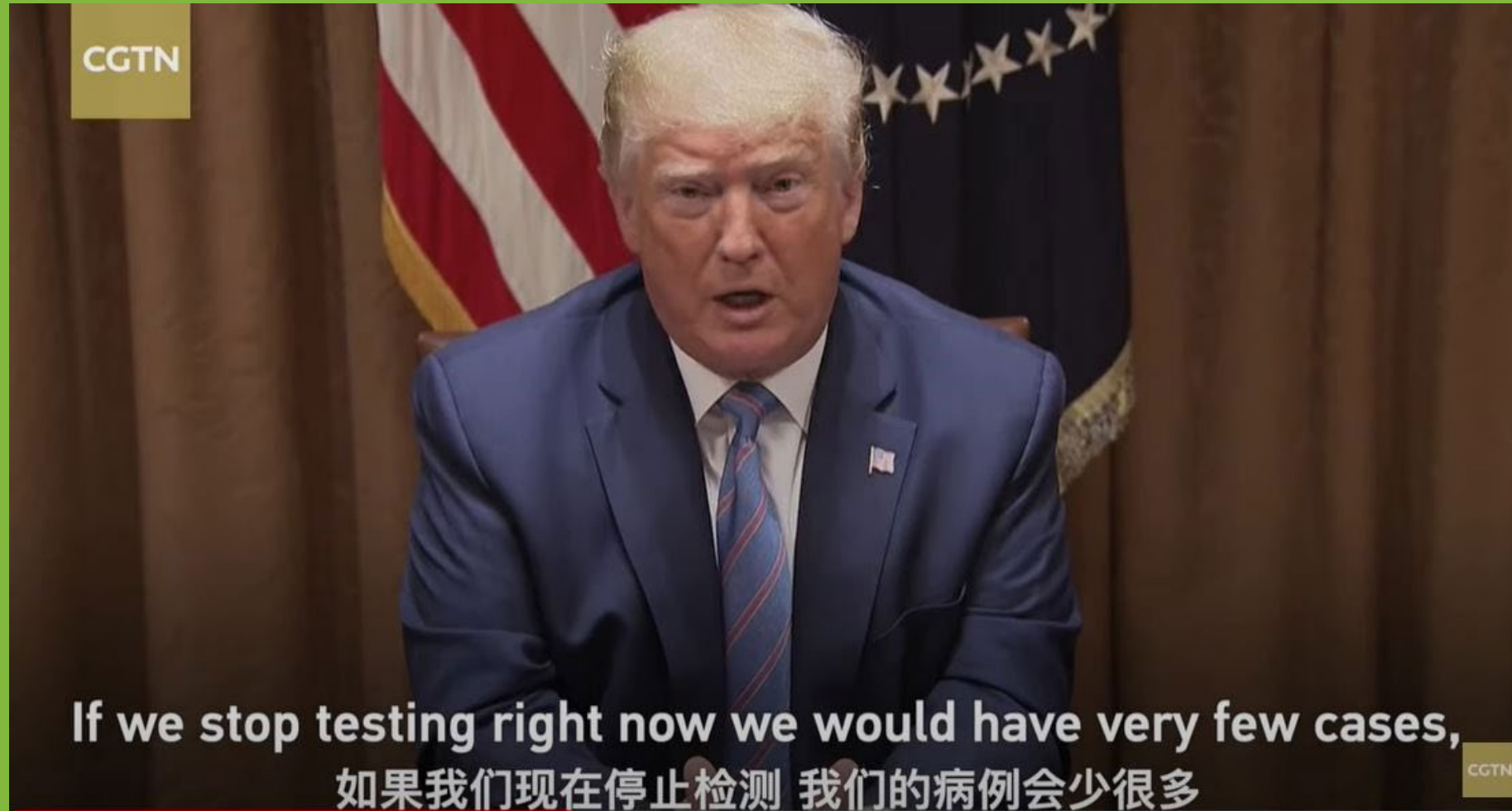
“

Post-truth: the circuitous slippage  
between facts or alt-facts,  
knowledge, opinion, belief, and  
truth.

(Biesecker, B. 2018 p.329)

”

Truth is relative, and not necessarily based in fact....



[Trump: If U.S. ends tests, 'we'd have very few cases'](#)



“



HuffPost  
@HuffPost



An interview with misinformation expert Claire Wardle on why false information thrives in a pandemic.



How Coronavirus Created The Perfect Conditions For Conspiracy Theories  
An interview with misinformation expert Claire Wardle on why false information thrives in a pandemic.

[huffpost.com](https://huffpost.com)

8:29 AM · Apr 30, 2020



”



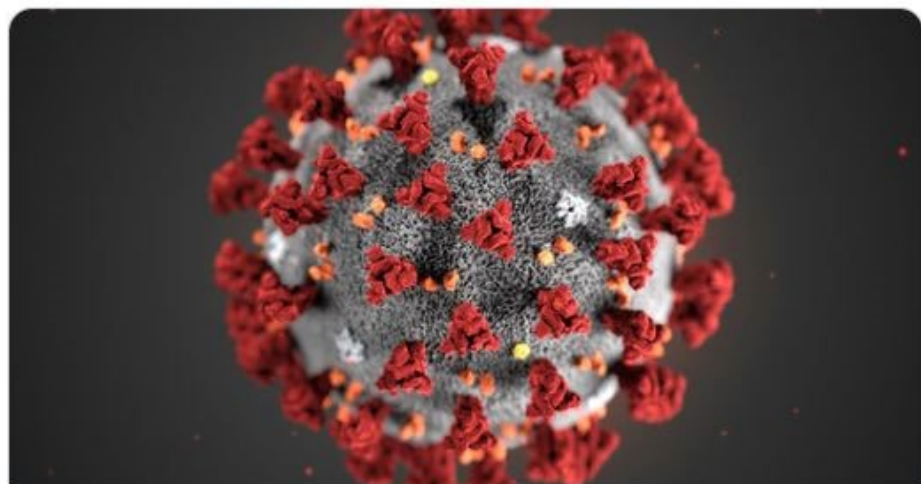
António Guterres ✓

@antonioguterres



Our common enemy is #COVID19, but our enemy is also an “infodemic” of misinformation.

To overcome the #coronavirus, we need to urgently promote facts & science, hope & solidarity over despair & division.



Coronavirus | United Nations

On this website you can find information and guidance from the United Nations regarding the current outbreak of coronavirus disease (COVID-1...

[un.org](https://un.org)

1:55 PM · Mar 28, 2020



1.6K 925 people are Tweeting about this

Viruses cannot travel on radio waves/mobile networks.  
COVID-19 is spreading in many countries that do not have 5G mobile networks.  
COVID-19 is spread through respiratory droplets when an infected person coughs, sneezes or speaks.  
People can also be infected by touching a contaminated surface and then their eyes, mouth or nose.



#Coronavirus #COVID19

8 April 2020

# Information access: It's not just about text and photos

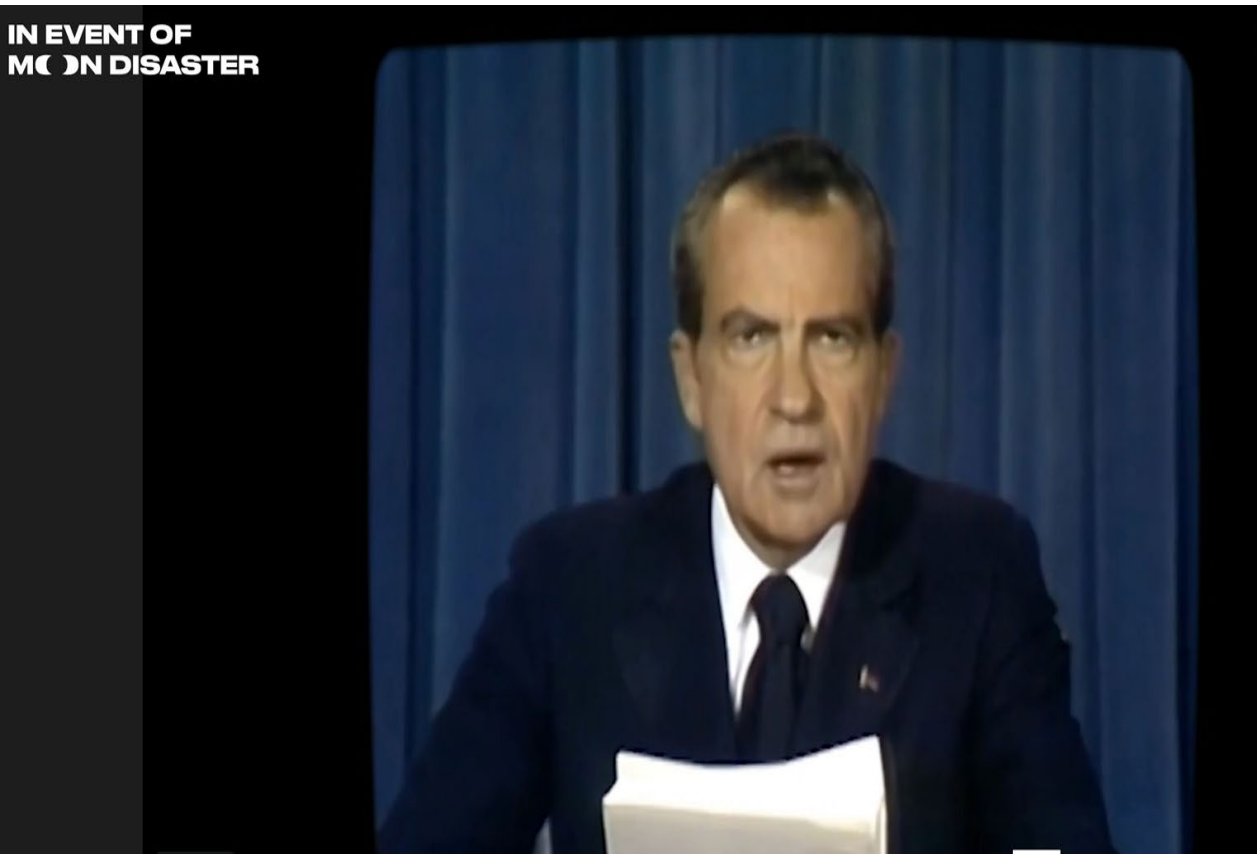


Bloomberg Quicktake (2018) *It's Getting Harder to Spot a Deep Fake Video*, Season 1, Episode 13  
<https://www.youtube.com/watch?v=gLoI9hAX9dw>

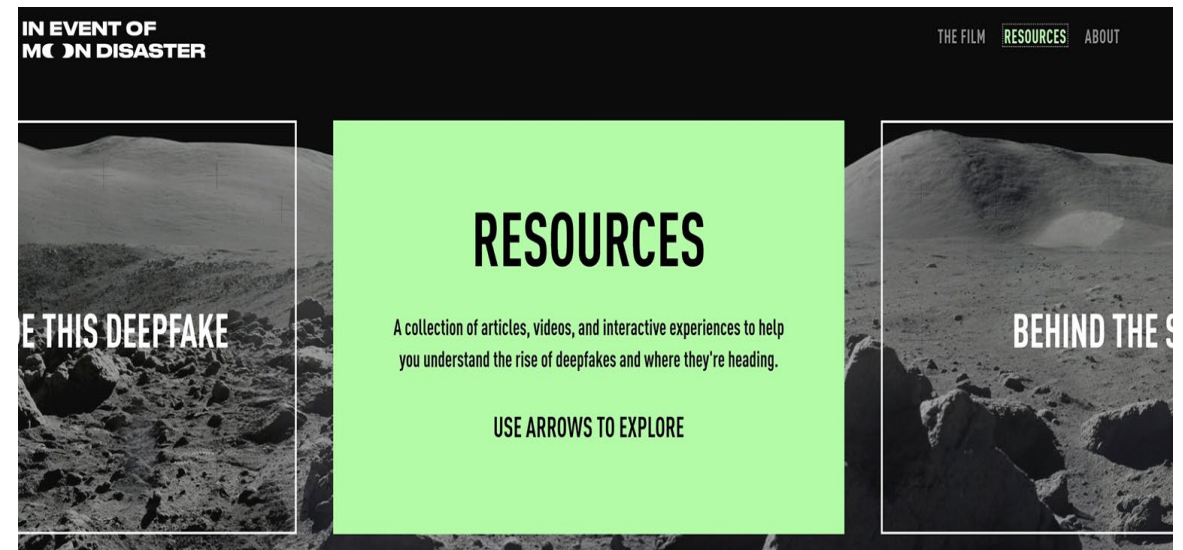




# Re-writing history with AI



<https://moondisaster.org/film>





“

As a consequence of this, even truth will not be believed. The man in front of the tank at Tiananmen Square moved the world. Nixon on the phone cost him his presidency. Images of horror from concentration camps finally moved us into action. If the notion of not believing what you see is under attack, that is a huge problem. One has to restore truth in seeing again.

Nasir Memon, Professor of Computer Science and Engineering,  
New York University.

”

Harwell, D. (2019, June 13). Top AI researchers race to detect 'deepfake' videos: 'We are outgunned.' Retrieved June 30, 2020, from <https://www.washingtonpost.com/technology/2019/06/12/top-ai-researchers-race-detect-deepfake-videos-we-are-outgunned/>

# Misleading, manipulated messages and conspiracy theories on social media



# Nearly Half of the Twitter Accounts Discussing 'Reopening America' May Be Bots

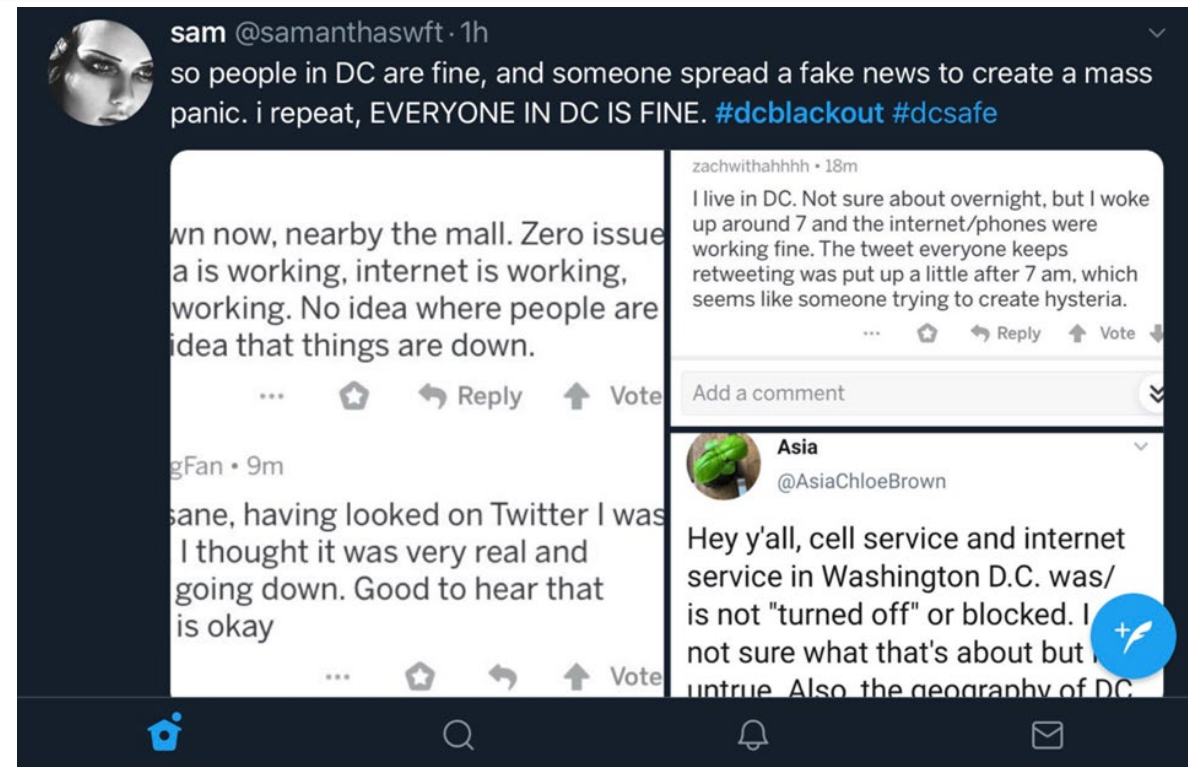
CMU Researchers Say Sophisticated, Orchestrated Bot Campaigns Aim To Sow Divide

Virginia Alvino Young // Wednesday, May 20, 2020 // 

Young, V. A. (2020, May 20). Nearly Half of the Twitter Accounts Discussing "Reopening America" May Be Bots. Retrieved June 30, 2020, from <https://www.scs.cmu.edu/news/nearly-half-twitter-accounts-discussing-reopening-america-may-be-bots>



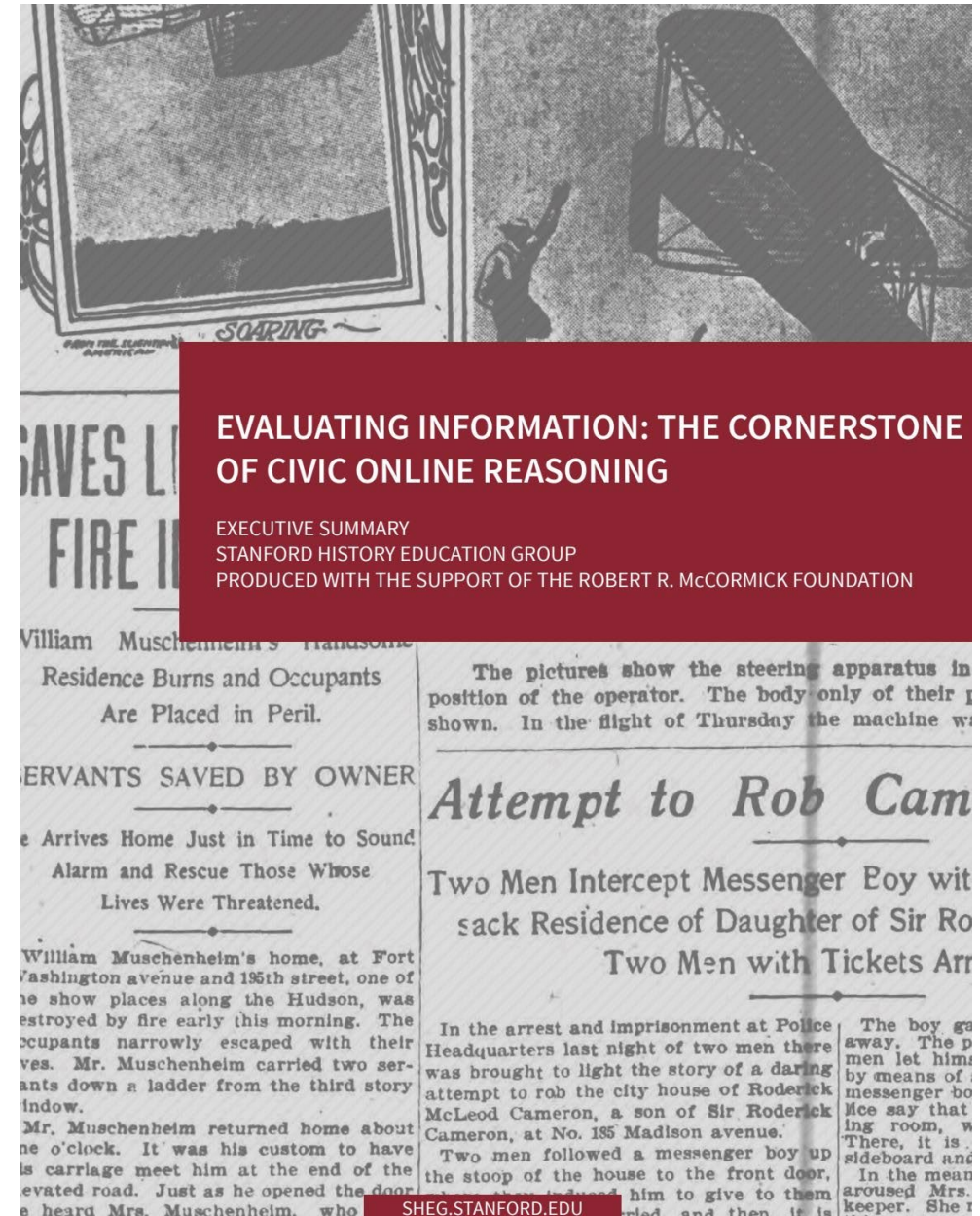
# Misleading, manipulated messages and conspiracy theories on social media



## #DCBlackout #DCSafe

# Evaluating Information: The cornerstone of civic online reasoning

Our kids are on  
top of this...  
...right?



# Evaluating Information: The cornerstone of civic online reasoning

## 2016

- 7804 students
- middle schools, high schools and 6 universities
- a variety of socio-economic levels
- across 12 states in the US
- 56 tasks testing students' ability to judge the credibility of online information

Wineburg, Sam, McGrew, Sarah, Breakstone, Joel, Ortega, Teresa. (2016). *Evaluating Information: The Cornerstone of Civic Online Reasoning*. Stanford Digital Repository. Available at: <http://purl.stanford.edu/fv751yt5934>

Overall, young people's ability to reason about the information on the Internet can be summed up in one word: **bleak**.

(Wineburg, McGrew, Breakstone and Ortega, 2016 p.4)



“More than 80% of the middle school students assessed believed that the native advertisement, identified by the words *sponsored content*, was a real news story.”

This student argues that this story must be an article because it lacks traditional features of an ad.

There is nothing to suggest that something is sold. No money, deals, etc. It sounds like an article.

This student notices the words “sponsored content” but still argues that it is an article.

It is another article. Even if it's marked “sponsored content,” it is another article.

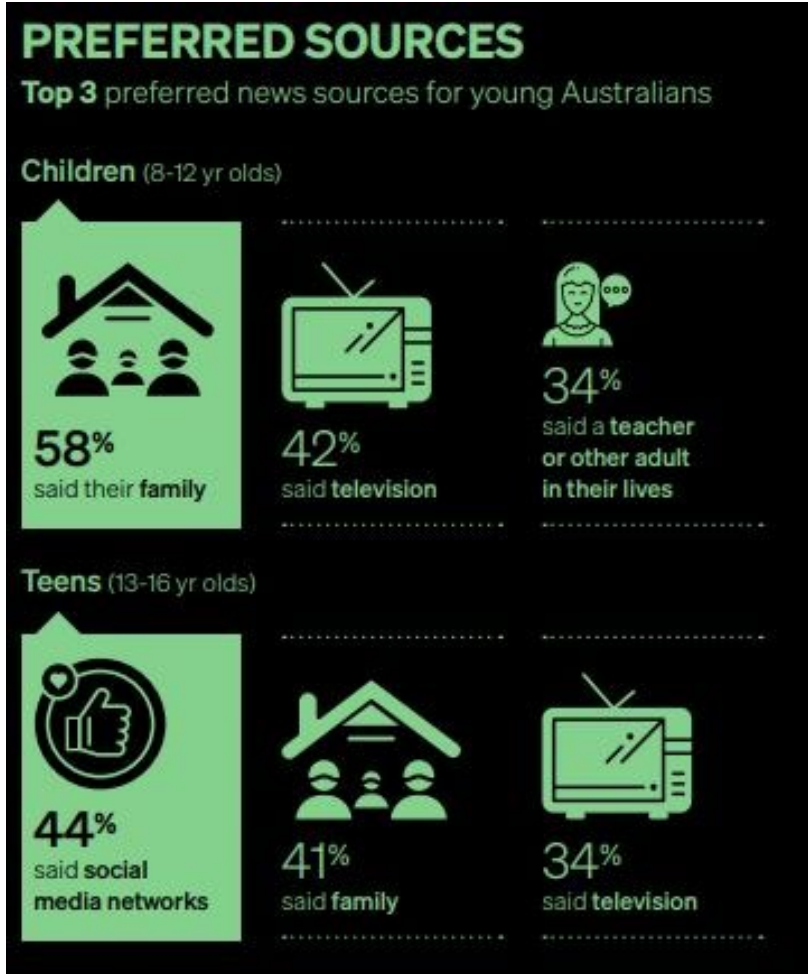
[This work is reproduced under a Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 Unported License](#)

Here is the home page of Slate.com. Some of the things that appear on Slate.com are news stories, and others are advertisements.



A screenshot of the Slate.com homepage. At the top, there's a banner for "We know you've got a story." with a "GOTHAM WRITERS" logo and a "SAVE \$20" offer. Below this, the main content area is divided into several sections. On the left, there's a featured article titled "Should California Stop Growing Almonds?" by Eric Holthaus, with a sub-headline "The nut has been vilified for drinking up the state's water supply. It doesn't deserve such a bad rap." To the right of this is a "Slate" logo and a navigation menu. Below the logo, there's a "MOST RECENT" section with a "SEE ALL" link. This section lists three recent articles: "Forget Steak and Seafood: Here's How Welfare Recipients Actually Spend Their Money" (24M AGO), "Buckingham Palace Guard Falls Over (Video)" (30M AGO), and "When Is Cheryl's Birthday? Solving a Logic Problem That Quickly Spread Around the World." (45M AGO). At the bottom, there's a "SPONSORED CONTENT" section titled "The Real Reasons Women Don't Go Into Tech" by Laura Bradley and Marie Lindemann. To the right of this is another article titled "When Is Cheryl's Birthday?" with a sub-headline "A simple chart that explains the logic problem that spread around the world." and a "right here" logo.

A little more than half of young Australians say they pay some attention or a lot of attention (53%) to the source of news stories but close to half pay no attention or very little (46%). There is very little difference between teens and children, despite the fact that teenagers get far more news on social media.




Images reproduced with permission

# News and Young Australians in 2020

How Young People Access, Perceive and are Affected by News Media

Tanya Notley  
Michael Dezuanni  
Hua Flora Zhong  
Simon Chambers





“this is about more  
than news, it’s *about  
the entire information  
ecosystem.*”

Claire Wardell, First Draft, February  
2017

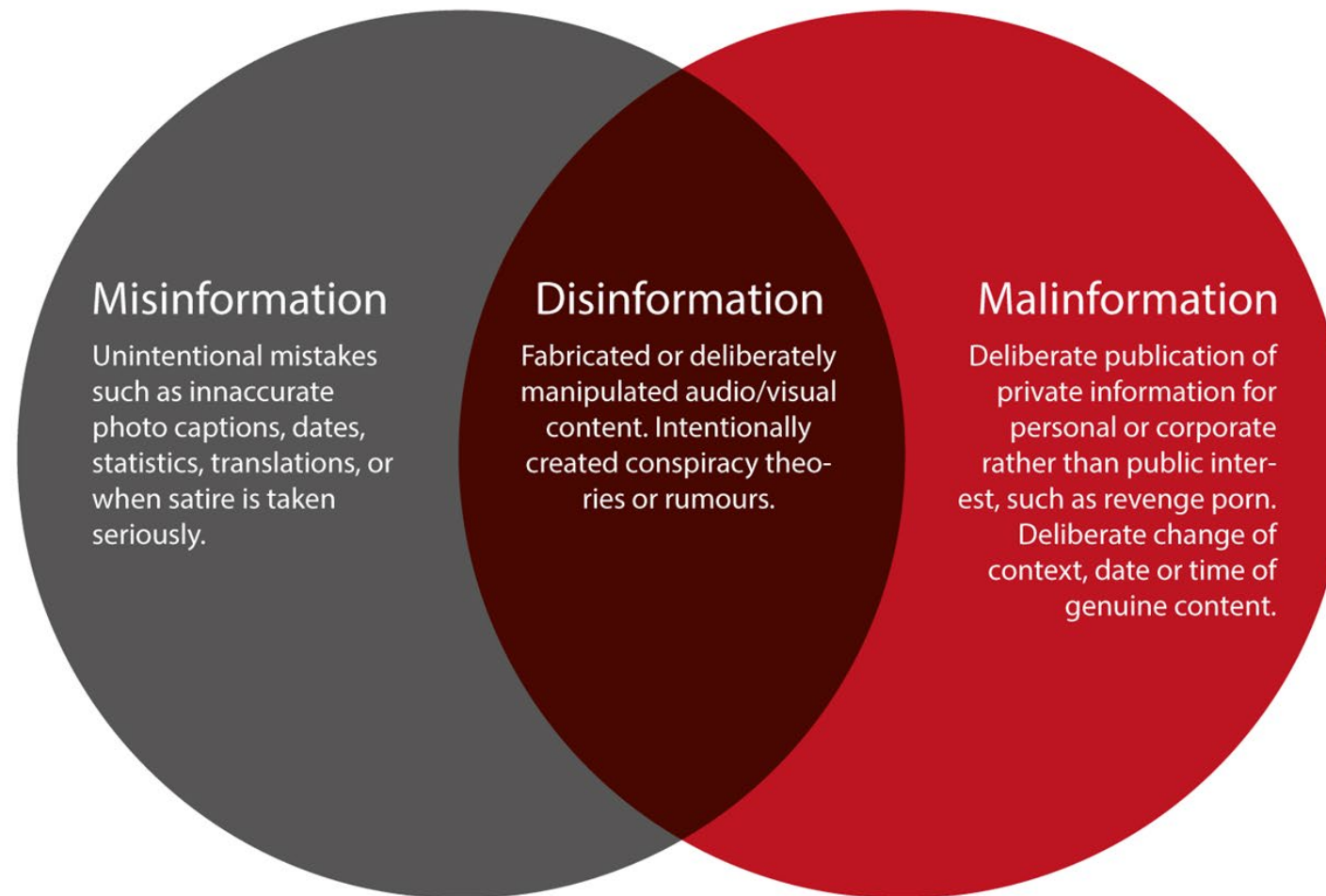
Photo by [Markus  
Spiske](#) on [Unsplash](#)



# TYPES OF INFORMATION DISORDER

FALSENESS

INTENT TO HARM



# 8 types of dis/misinformation

Claire Wardle (2017) Gruia, M. & Ashby, R. (2019)

Satire or  
Parody

Imposter  
content

Misleading  
content

Fabricated  
content

False  
connection

Manipulated  
content

False  
context

Micro-targeted  
messaging

# 1. Satire or parody

Trump Warns That Social Distancing in Schools Would Make It Harder for Students to Cheat Off One Another's Papers

[newyorker.com/humor/borowitz-report/trump-warns-that-social-distancing-in-schools-would-make-it-harder-for-students-to-cheat-off-one-another-s-papers](https://www.newyorker.com/humor/borowitz-report/trump-warns-that-social-distancing-in-schools-would-make-it-harder-for-students-to-cheat-off-one-another-s-papers)



Photograph from Getty

WASHINGTON, D.C. (The Borowitz Report)—Laying out his plans for reopening the nation's schools in the fall, Donald J. Trump expressed concern that social distancing would make it "really hard" for students to cheat off one another's papers.

<https://www.newyorker.com/humor/borowitz-report/trump-warns-that-social-distancing-in-schools-would-make-it-harder-for-students-to-cheat-off-one-another-s-papers>



<https://twitter.com/chaser/status/1136223436273987584>

# 2. Imposter content

This website impersonated a fact-checking outlet to publish fake news stories



(Screenshot from The Wayback Machine)

February 15, 2019 | Daniel Funke

Brazil

Fact Checking

Misinformation

<https://www.poynter.org/fact-checking/2019/this-website-impersonated-a-fact-checking-outlet-to-publish-fake-news-stories/>

## SECURITY Google takes aim at imposter websites with new Chrome warning

Because most people don't notice when they're at the wrong website.

BY LAURA HAUTALA | JANUARY 29, 2019 4:53 PM PST

[www.paypa1.com](http://www.paypa1.com)

[www.mywashingtonpost.com](http://www.mywashingtonpost.com)

[www.onlineinternetbank.eg.com.au/login](http://www.onlineinternetbank.eg.com.au/login)

<https://www.cnet.com/news/google-takes-aim-at-potential-imposter-websites-with-new-chrome-warning/>



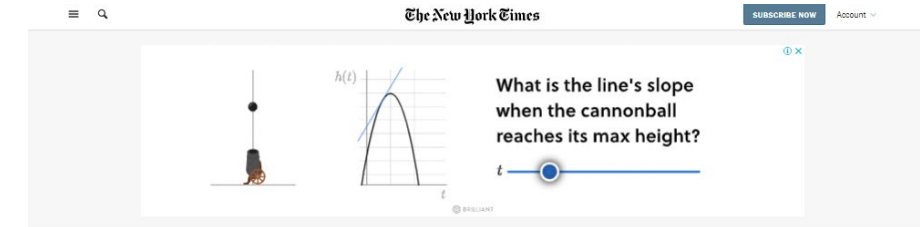
# 3. Misleading content



<https://www.fastcompany.com/90301427/a-shockingly-large-majority-of-health-news-shared-on-facebook-is-fake>



<https://www.boredpanda.com/examples-media-truth-manipulation>



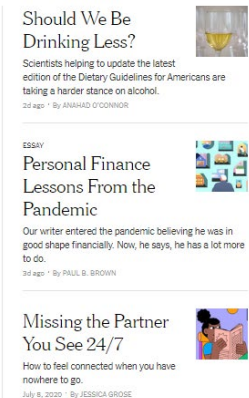
## Smarter Living

Stories to help you understand the world – and make the most of it.



Thinking of Traveling in the U.S.? These States Have Travel Restrictions

<https://www.nytimes.com/>



# 4. Fabricated content

## Time Columnist Fabricates Viral Trump Quote, Media and Politicians Spread Fake News....

Posted on May 26, 2019 by sundance

Ian Bremmer is a professor at New York University; a columnist with Time Magazine and has 428,000 Twitter followers. Earlier today he fabricated a Trump quote out of thin air, and thousands of followers and politicians instantly shared it:

<https://www.snopes.com/fact-check/trump-quote-kim-jong-un-biden/>

<https://theconservativetreehouse.com/2019/05/26/time-columnist-fabricates-viral-trump-quote-media-and-politicians-spread-fake-news/>

UPDATE: @ianbremmer has now admitted that he fabricated this viral Trump quote. And yet it is being shared by journalists and congressmen as if it is real.



# 5. False connection

The New York Times

***People Are Taking Emotional  
Support Animals Everywhere.  
States Are Cracking Down.***

More Americans are saying they need a variety of animals — dogs, ducks, even insects — for their mental health. But critics say many are really just pets that do not merit special status.

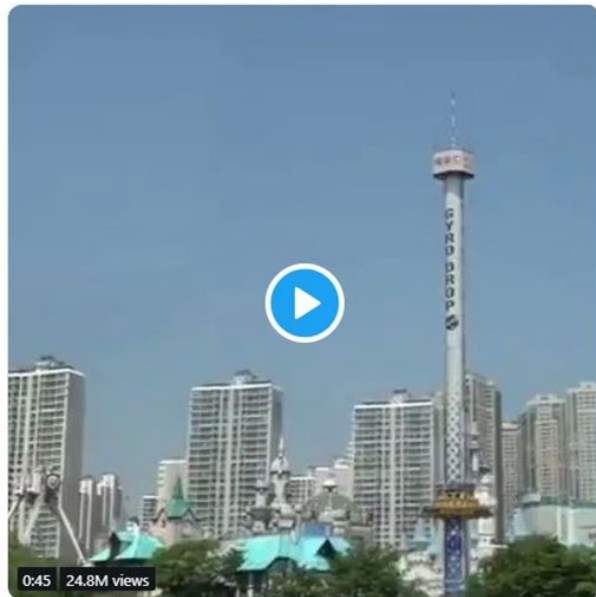


<https://www.nytimes.com/2019/06/18/us/emotional-support-animal.html>



# 6. Manipulated content

WHO even thinks about creating something like this?!?!?!!???



2:13 AM - 14 Jun 2019

132,937 Retweets 420,409 Likes



12K 133K 420K

<https://twitter.com/itsnotdweena/status/1139204212762578945>



<https://www.snopes.com/fact-check/storm-over-sydney/>




[https://www.reddit.com/r/Instagramreality/comments/hu2wp/girl\\_shows\\_how\\_easy\\_it\\_is\\_to\\_edit\\_photos/?ref=share&ref\\_source=link](https://www.reddit.com/r/Instagramreality/comments/hu2wp/girl_shows_how_easy_it_is_to_edit_photos/?ref=share&ref_source=link)



# 7. False context




# 8. Micro-targeted messaging

 **Australian Labor Party**  
Sponsored

The Morrison Liberal Government voted eight times to cut penalty rates, cutting the take-home pay of hundreds of thousands of Australians.

At a time when corporate profits are growing five times faster than wages, Labor will act to deliver a living wage for Australia's low-paid workers.

Sign the petition below to stand with us and demand a living wage.



Sign the petition.  
Demand a living wage.

[Learn More](#)

<https://theconversation.com/facebook-videos-targeted-texts-and-clive-palmer-memes-how-digital-advertising-is-shaping-this-election-campaign-115629>



☐ Information

☐ Dis/Mis-information



Why did you come to this decision?

What strategies would you use to check the credibility of this post?

How confident are you in your assessment?

1 ————— 10  
Not confident Very confident



Information



Dis/Mis-information –  
False context



This photo was first published in 2008 on <https://inhabitat.com/spiffy-backpack-traps-bovine-gas/> - in an article about an experiment conducted by scientists at Argentina's National Institute for Agricultural Technology – aiming to measure, not reduce methane gas emissions.

<https://www.truthorfiction.com/are-cow-fart-bags-being-used-to-fight-climate-change/>





☐ Information

☐ Dis/Mis-information

Why did you come to this decision?

What strategies would you use to check the credibility of this post?

How confident are you in your assessment?

1 ————— 10  
Not confident Very confident



Information



Dis/Mis-information



The 'headless chicken monster' was only seen prior to this discovery in the Gulf of Mexico. Scientists made the discovery while using new underwater camera technology as part of a project of Australia's Department of the Environment and Energy to aid commercial fishery monitoring.

<https://www.snopes.com/fact-check/headless-chicken-deep-sea/>



☐ Information

☐ Dis/Mis-information



Why did you come to this decision?

What strategies would you use to check the credibility of this post?

How confident are you in your assessment?

1 ————— 10  
Not confident Very confident

☐ Information

☒ Dis/Mis-information –  
Misleading content

---



“Although page owners commented several days after it was posted to admit that the image did not show an ailing puppy, that message was buried in the many comments and not prominently displayed on the original post.

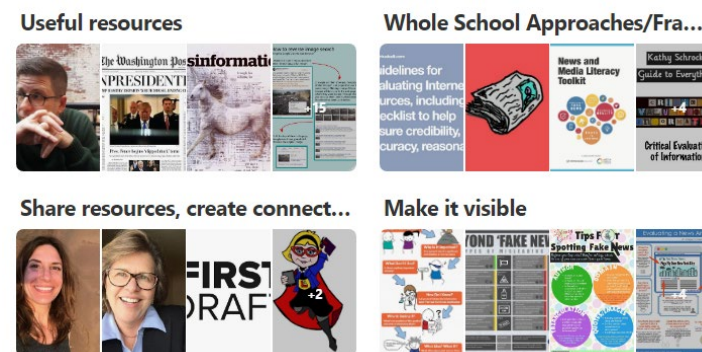
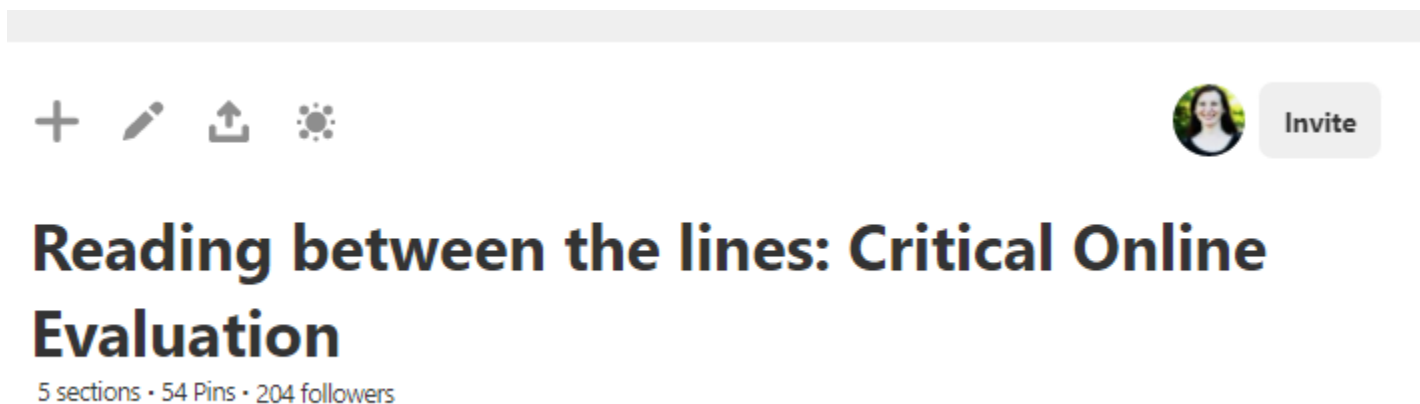
Because of this, the page was able to continue racking up and benefiting from likes, shares, and comments as the dishonest post made its way around Facebook.”

From <https://www.truthorfiction.com/is-facebook-donating-1-for-every-share-towards-a-puppys-tumor/>



# Strategies! Resources!

School libraries and qualified library staff are essential to support teachers and students navigating this constantly changing information ecosystem.



# Tools of the Trade

**FIRST DRAFT**

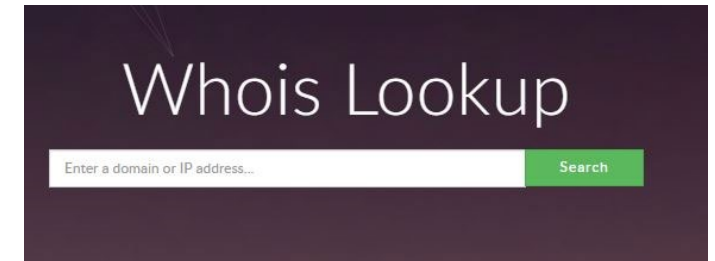


**Truth or Fiction?**  
Seeking truth and exposing fiction since 1999



## Urban Legends

Do you know if Niagara Falls can freeze or whether sewer monsters really exist? Can you tell a photoshopped image from the original? Debunk urban legends, fake news sites, and internet hoaxes here.



# 1. Adapt and implement a whole school approach to information and critical literacy

Why?

- Shared language
- Consolidate over time
- Embed across curriculum

How?

- Don't re-invent the wheel!
- Remix currently existing frameworks
- Leverage 'birds' eye view' of curriculum (Lupton, 2014)

## Reading between the lines: Critical Online Evaluation Whole School Approaches/Frameworks

8 Pins

Your Pins

More ideas



Organize

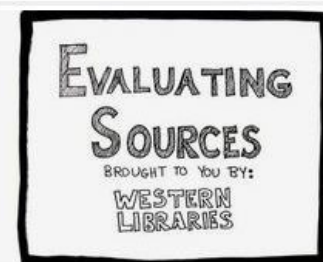
News and  
Media Literacy  
Toolkit



Kathy Schrock's  
Guide to Everything



Critical Evaluation  
of Information



The CRAAP Test - Evaluating  
Sources - Research...

by Western University

## 2. Get the whole school community on board

Why?

- Education for everyone
- Home support important

How?

- Newsletter articles
- Social media messaging
- Workshops and professional learning

### Reading between the lines: Critical Online Evaluation Useful resources

11 Pins

Your Pins

More ideas



Organize



Help Your Students Spot False News



12 Examples of Native Ads (And Why They Work)



BuzzFeed: The top 10 examples of BuzzFeed doing...



### 3. Share resources and create connections

Why?

- It's easier when we work together
- Draw upon a larger bank of resources/ideas

How?

- Engage with your PLN
- Create curated collections & share
- Raise as a focus topic for network/cluster meetings

#### Reading between the lines: Critical Online Evaluation **Share resources, create connections**

6 Pins

Your Pins

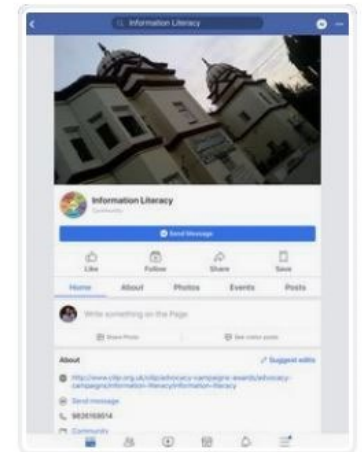
More ideas



Organize

**FIRST  
DRAFT**

First Draft (@firstdraftnews) | Twitter



Information literacy community

# 4. Model good practice

Why?

- Embeds as a part of the 'everyday'
- Raises awareness
- Scaffolds metalanguage

How?

- Think 'out loud'
- Become aware of own biases
- Refine our own skills
- Share when 'caught'

## Reading between the lines: Critical Online Evaluation Model good practice - tools of the trade

10 Pins

Your Pins

More ideas



Organize



GIP

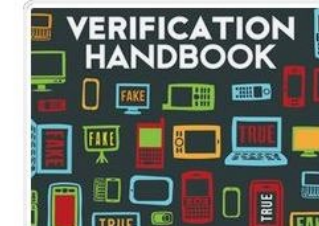
Urban Legends



Florida Gun, Mental Health Laws  
Couldn't Have...



Hoax-Slayer -



## 5. Make it visible

# Why?

- Raises awareness
- Promotes discussion

## How?

- Create/remix/ procure posters, bookmarks, 'marketing collateral'
- Create/remix/reuse digital artefacts for screens, social media.

# Reading between the lines: Critical Online Evaluation Make it visible

8 Pins

## Your Pins

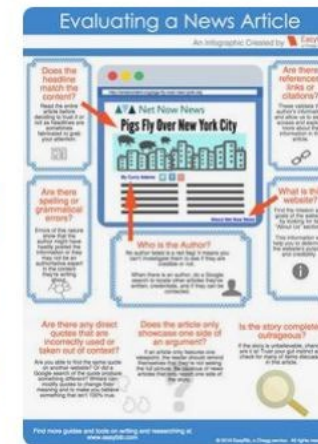
## More ideas



## Organize



Flyers - Google Drive



edublogs on



Good one! How to spot FAKE news  
? Be smart and...





## References

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Wineburg, Sam, McGrew, Sarah, Breakstone, Joel, Ortega, Teresa. (2016). *Evaluating Information: The Cornerstone of Civic Online Reasoning*. Stanford Digital Repository. Available at: <http://purl.stanford.edu/fv751yt5934>

# Questions? Comments?

Thank you!

Dr Kay Oddone  
@kayoddone

[www.linkinglearning.com.au](http://www.linkinglearning.com.au) Pinterest Board : <https://pin.it/5KUnO0A>